

# **ACTIVITIES:**

## **A- Customer Service --- Role Playing**

### **Hannah/Food Service Director:**

*("Happy" Hannah; Her philosophy --- Nothing is ever too much trouble to do for her customers)*

Tillie, I'd like to offer the students & Teachers more fruits & vegetables, so I'm thinking about introducing a new promo featuring a "Fruit & Vegetable of the Month". What do you think of this idea? I thought we could also try out some new special salads for the teachers.

### **Tillie/ Middle School Manager:**

*("Two Face" Tillie --- Need I say more!)*

I think it's great!

### **Hannah:**

I will share with you my ideas tomorrow. We will start it next month. I have asked the Principal if we can meet with a group of students to discuss the promotion with them and have them give us their ideas. I really want to get the kids involved to build excitement. Maybe we can hold some special contests? I want the kids to have fun while eating healthy fruits & vegetables! Are you O.K. with that?

### **Tillie:**

Sure, I'm Ready!!!

*(Director/Hannah leaves & Tillie goes to her cook, Billy, with the news.)*

### **Tillie:**

Do you believe it!!

### **Billy:**

*("Billy Big Mouth" --- The gossipier of the group)*

Believe What?

### **Tillie:**

Hannah wants me to start a new promotion --- "Fruit & Vegetable of the Month"!

These kids won't eat fruits & vegetables!

They won't appreciate any special we do with those healthy foods.

I know it'll be a waste of my time and energy! All they want is their "Pizza, Nuggets and FRIES"!!

### **Billy:**

What about those teachers --- they just always complain about paying too much money!! They ought to make what we do!! Why should we do

anything SPECIAL for them?? We're here for the kids! Who cares about those teachers!

*(Billy begins to whisper around the kitchen to let everyone know about this upcoming promo and how it's going to be so much more work)*

**Tillie:**

What a waste of time! She even wants me to meet with those kids to get their ideas --- I don't have time to do that! And, guess what --- you and the rest of the staff are going to have to try new recipes each month with the featured fruit & vegetable!

**Billy:**

You got to be kidding me! We have enough work to do around here! All they want is MORE, MORE, MORE!

**Tillie:**

That's not my job anyway! I'm Not a "Public Relations" person!

**QUESTIONS to Ask the Group:**

✓ **Do you think this promotion will work?**

*Possible Answers:*

- No, the Manager sets the tone and leads the spirit of her kitchen and staff.*
- No, a poor attitude will show on the faces of the staff and will affect their customer service.*

✓ **Why won't it work?**

*Possible Answers:*

- Because the staff will not try to make it work; their hearts are not in it.*
- The staff will not encourage the kids to try the fruits & vegetables because they don't want this promo to be successful.*

✓ **How could Tillie, the Manager, have changed her approach to this promotion to make it a success?**

*Possible Answers:*

- Tillie could have set up a staff meeting & enthusiastically introduced the promo.*
- Tillie could have met with her staff and discussed the growing concerns about childhood obesity. She could have explained that she wanted to try a new approach to encourage kids to eat healthy foods. Then she could have asked them for their ideas on ways to improve their marketing & presentation of fruits & vegetables. She could have gotten them involved in planning a promo.*
- Tillie could have indicated to her staff that she wanted them to look good in the eyes of parents & the community. She wants to show them that their department cares about the future health & well being of the children.*
- Tillie could have gone to Billy with a positive message so that her big mouth would spread the news to the staff about an exciting new promotion.*